

## COMMERCIAL REVITALIZATION PLAN UPDATE 2020 – 2025

The Central Area Collaborative wants to hear from Crescent Collaborative partners as to what they have seen or heard are the major challenges facing small business owners.

The Commercial Revitalization Plan focuses on economic development, not housing. The plan will address commercial affordability.

The updated plan will focus on the community derived goals (see below and next page), as those will not change until another community event takes place via the Office of Economic Development or some other community convening venue.

### OUR GOALS

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As the Central Area Collaborative, we measure our success based on our ability to contribute to a thriving Central Area community. We are committed to ensuring that all community and collaborative members, partners, and supporters have confidence in our direction and understand the opportunities to support this work.

Five goals were identified through a multistage process of garnering input from community stakeholders. These goals help to focus our efforts, activate our mission, and manifest our vision.

- GOAL I:** ALIGN ONGOING COMMERCIAL DEVELOPMENT IN THE CENTRAL AREA WITH COMMUNITY INPUT.
- GOAL II:** ESTABLISH, RETAIN, AND GROW INDEPENDENT, MICRO, AND SMALL BUSINESSES IN THE CENTRAL AREA.
- GOAL III:** INCREASE JOB TRAINING AND SOCIAL SERVICES FOR SPECIAL POPULATIONS LIVING AND WORKING IN THE CENTRAL AREA.
- GOAL IV:** DEVELOP A THRIVING, HIGH-QUALITY, AND EDUCATIONAL FOOD ECOSYSTEM REFLECTIVE OF THE AFRICAN DIASPORA.
- GOAL V:** ESTABLISH THE CENTRAL AREA AS AN AFRICAN AMERICAN ARTS AND CULTURAL CENTER.

Additional items to be included:

- the navigator function as it relates to public utility, public space and potential disruption
- the Office of Economic Development tenant improvement funds process
- retail and commercial business vetting
- developer and development involvement

The Central Area Collaborative is seeking other inputs and guidance from organizations as to other issues that should be addressed in the update of this plan, consistent with the goals.

We hope to have a draft of the updated plan by June 1 and the final by August 1. Comments and questions may be sent to: [centralareacollaborative206@gmail.com](mailto:centralareacollaborative206@gmail.com)

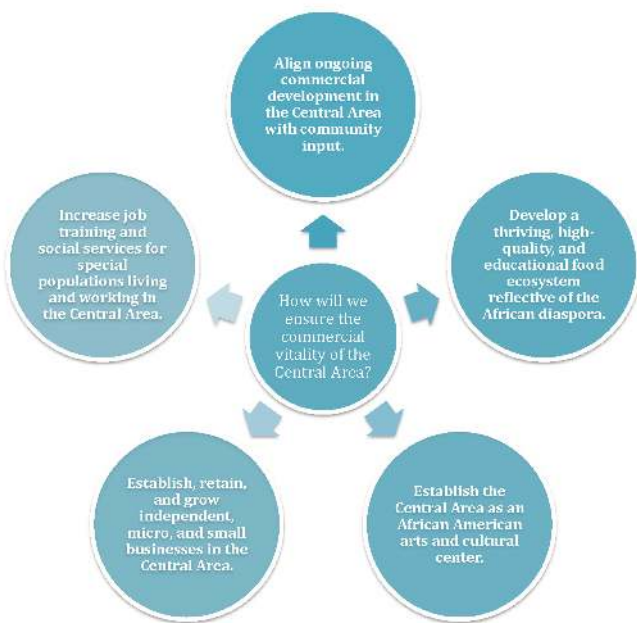


CENTRAL AREA  
COLLABORATIVE



CENTRAL AREA  
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OUR GOALS—VISUAL



IMPERATIVES

EcoDistricts Certified starts with a mandatory district commitment to three Imperatives:



EQUITY

Cities that embrace equity identify and acknowledge the communities most vulnerable to change. These cities experience stronger and longer-lasting growth. District teams must ensure that the diversity of populations within a district have the opportunity to meaningfully participate, lead, and thrive.



RESILIENCE

Resilience is the capacity of cities to function so that all people are able to withstand the shocks and stresses they encounter. District teams must address resilience with a broad approach that prepares for social, economic, and environmental shocks and stresses.



CLIMATE PROTECTION

Cities are responsible for a majority of global carbon dioxide emissions, the dominant greenhouse gas contributing to climate change. District teams must build a pathway to carbon neutrality.

By embedding these crosscutting Imperatives in all facets of a district, the Protocol places them at the center of neighborhood sustainability. Once a district is committed, the actions it takes must align with the Imperatives.